

A STUDY ON DEALERS SATISFACTION TOWARDS SRI AAKASH EXPORT AND IMPORT PVT LTD AT ERODE

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Abstract—The purpose of the paper was to study the dealer satisfaction level of customers towards Sri Aakash Export and Import. The study used primary and secondary data 120 samples were taken and source of data for correlation and casual Research Design. One simple Correlation, frequency analysis and multiple were used as data analysis statistical tools. The study concluded that the market performance is improving over period of time. There is positive result obtained from all respondent on the statement that product manufacture by Export Diamond meets their Requirement the demand for garment manufacturing products is high in Market. The comparative analysis concluded that Manufacture product which is highly demanded as per rating

INTRODUCTION

Dealer is a person or firm engaged in commercial purchase and sale. Dealer may signify firms that buy or resell products at retail or wholesale basis. A producer cannot sell all his products directly to consumer; he has to depend upon intermediaries to push, off, his products. A dealer is an intermediary who helps to market a product.

A dealer is one who purchase and sells products. A dealer may be wholesaler or a retailer or a distributor or any agents. The volume of sales depends on the efficiency of a dealer who assesses the psychology of consumers and takes appropriate steps to sell a product. It is the dealer who suggests to the manufacturers the suitable media of advertisement and other promotional tools. Dealers are searching for new marketing strategies to attract and hold customers. Dealers include all activities involved in selling goods and services to those buying for resale or business use. Dealers buy mostly producers and sell mostly to dealers or industrial consumers.

STATEMENT OF THE PROBLEM

The study of dealers' satisfaction will help the company to understand and take necessary actions to improve the satisfaction level of dealers to get maximum sales. Dealer is one of those catalyst factors that boost the growth of the company. So it is very important to satisfy the dealers so as to attain maximum sales. Eventually it becomes vital to know those critical factors that determine dealers' satisfaction.

OBJECTIVES OF THE STUDY

Primary Objectives: To evaluate and improve the satisfaction level of dealers of Aakash Import & Export at Erode

Secondary Objectives

- To analyze the quality of products those are manufactured by the organization.
- To find out the factors influencing for selection of export industry products among other brands
- To project the sales of export industry and to ascertain the strengths and weaknesses of the company.
- To find the factors influencing the dealers to deal with company.
- To find out opinion of dealers regarding the quality, distribution and services of the company.

- To give suggestions to management that will help in future planning and improve.
- To know what dealers expect from their supplying company.

SCOPE OF THE STUDY

- The research study entitled “A study on dealer satisfaction towards Sri Aakash Export and Import industries” will help to understand the expectation of the dealer in a meaningful way.
- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.
- It will help the company to increase the promotional strategies in future.
- Being Textile Fabrics business is common this study would help me to understand the retailer brand choice towards the branded Textile Fabrics”.

LIMITATIONS OF THE STUDY

- The study conducted for the products of Sri Aakash Export and Import products only.
- Limited period is an important drawback of the study
- Being it is time constraint the sample size is restricted to 150.
- The satisfaction of the dealer may not be always accurate. It have a wide area of marketing Dealers are scattered all over the district
- Most of the data is collected through questionnaire and interviews. So there is a chance of personal bias

REVIEW OF LITERATURE

Dani and Arvind R (2017) “The Indian textiles industry has evolved a lot in recent times, both in terms of industry structure and product portfolio. Not long ago, textiles products were largely considered to be a luxury item. Such a mindset has changed significantly of late due to the growing awareness on preventing corrosion through textiles products, by providing a massive fillip to the textiles industry. China and India are the major growth drivers in the region with textiles drivers in the region with textiles demand in these two countries likely to continue growing at more than 10% p.a. in the coming years. Indian textiles products industry is Rs.15, 000 crore market”.

Renu Rajaram (2018) in India, textiles products have traditionally been sold in hardware stores. Most textiles brands have followed the retail route of multi-brand stores. However, with the growth of the Indian textiles industry, and the recognition of individual brands, prominent players have recognized the need for exclusive outlets/showrooms. The success of these outlets lies in the fact that the consumer can negate the time taken to choose between brands, and instead focus on product choice without having to worry about quality Sustainability in action

Abhay Kumar’s (2018) “Switching from a conventional textiles to eco-friendly textiles can do more than just help the planet; it can also prevent people from inhaling cancer causing chemicals that are formed when textiles is mixed with phenol and formaldehyde. Ideally, eco-friendly textiles products are natural and contain low or zero-VOC” Report on Indian Textiles Industry it has revealed that the growth of the domestic textiles industry is attributed to the boom in the housing sector and the strong growth in the automobile sector. Around 70 percent of the domestic textiles industry revenues come from the decorative segment, whereas the industrial segment constitutes around 30 per cent. In 2005, the manufacturing sector has shown good activity with new projects in roads, ports and industrial segments.

Singh (2019) “There are many benefits of using these eco-friendly textiles products and stains such as: coating flexibility, better gloss retention, better face resistance, and reduced health risks such as headaches, nausea, respiratory disorders, dizziness, chest congestion, lung irritation, burning sensations in the eyes, nose and throat and the like. Since these textiles products come with new generation green additives and hence help maintain good indoor air quality but are safer and help make your home a happier and healthier place”.

Pallavi Kumari (2019) had recorded in her empirical work that the way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behavior of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behavior of the consumers. The present study is based on the perceptions, buying behavior and satisfaction of the consumers in Indian market.

Suchanek (2020) report on the Indian Textiles Industry Forecast, say that over the past few years, the Indian textiles market has substantially grown and caught the attention of many international players. The country continues to enjoy a healthy growth rate compared to other economies, backed by the increasing level of disposable income, and demand from infrastructure, industrial and automotive sectors. On the back of such advocacy, it is anticipated that the sector will post a CAGR of around 15per cent during 2012 to 2015, according to the new research report, “Indian Textiles Industry Forecast to 2013”.

Richter and Kralova (2020) research work aims to determine the influence of quality on customer satisfaction, business performance and competitiveness of the food industry. The Authors collected data from the sample of food and beverages manufacturing companies and the customers of these companies. Research concludes with the finding of significance influence of product quality on customer satisfaction, performance and increase competitiveness of the business.

Sonawane (2021) “A Study of Impact of Competition on Marketing Strategies” Electronic retailing, whether on TV or the Internet, is about motivation. How do companies influence someone to do something - to pick up the phone or log on to a Web site and then make a purchase? Consumers will buy a product or service through an electronic retailing campaign because they perceive its value or because it makes them look better or feel better about themselves. They do this even though they cannot examine the product in person and may have to wait four to six weeks to receive the product

Pingping Han (2021) “A Literature Review on College Choice and Marketing Strategies for Recruitment” Recruiting enough qualified students is becoming an important topic for colleges and universities as the competition within the higher education market intensifies. Knowing the reasons prospective students choose which institution to attend is essential to develop effective marketing and recruiting strategies. The purpose of this study is to present current research and literature on the factors influencing the college choice process and marketing practices in recruiting.

Hansen (2022) define image as a perceptual representation of the firm’s overall appeal when compared with other rivals. They argue that both benevolence and image are extrinsic faces of the satisfaction object. They conclude that improving customer satisfaction can be achieved by combining good service quality with communicative messages focusing on the firm’s positive image as well as focusing on the customer’s perception of benevolence signaled by the firm

Verma, A.P and Tiwari.K (2022) Covered medium to high potential that inter nation and national brand can target in the Coimbatore. This study measures the segment value of some brands those have achieve success in the Coimbatore market study shows that people are becoming more branded conscious with the increase in income level brands and individual would do well to understand the finer aspects of these scenario and venture out to capitalize on the opportunities.

Yin, H.S. and Susan’s (2023) This study examines the purchase preferences towards foreign and domestic branded textiles products. It was found that preferences towards foreign branded textiles products are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded textiles. There is a positive relationship between media influence and preferences towards foreign/domestic branded textiles products. The more a person is exposed to the media, the stronger will be the influence of the media in “persuading” the individual to purchase the textiles

Susan’s (2023) The study examines the purchase preference towards foreign and domestic branded textiles products. It was found that preference toward foreign branded textiles products are related to the level of purchasing power and it no related to the demographic variables 58% of the students surveyed preferred foreign branded textiles products. This is positive relationship between media influenced and choice towards foreign and domestic textiles products

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled “A study on dealer satisfaction towards Sri Aakash Export and Import with reference to Erode.

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

SAMPLE DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

POPULATION FRAME:

This includes the list of 150 respondents (refer to the analysis of data).

SAMPLING METHOD:

Sampling method utilized was convenience sampling was adopted.

METHODOLOGY OF THE DATA COLLECTION

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

Sources of data

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

Secondary Data

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made.

TOOLS USED FOR RESEARCH

- Simple Percentage Method
- Chi-Square Method
- Correlation Method

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

NULL HYPOTHESIS

H₀: There is no significant relationship between know about the product and brand image of theproduct.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between know about the product and brand image of theproduct

Know About The Product * Brand Image Of The Product Cross Tabulation						
Count		Brand Image Of The Product				Total
		Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied	
Know About TheProduct	Yes	37	45	36	12	130
	No	0	0	0	20	20
Total		37	45	36	32	150

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	85.096 ^a	3	.000
Likelihood Ratio	75.462	3	.000
Linear-by-Linear Association	49.179	1	.000
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 4.27.

RESULT: Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between know about the product and brand image of the product.

CORRELATION

The table shows that the relationship between type of products do you prefer and satisfaction about quality of the product

Correlations			
		Type Of Products Do You Prefer	Satisfaction About Quality Of The Product
Type Of Products Do You Prefer	Pearson Correlation	1	.824**
	Sig. (2-tailed)		.000
	N	150	150
Satisfaction About Quality of The Product	Pearson Correlation	.824**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

NONPARAMETRIC CORRELATIONS

Correlations				
			Type Of Products Do You Prefer	Satisfaction About Quality Of The Product
Kendall's tau_b	Type Of Products Do You Prefer	Correlation Coefficient	1.000	.692**
		Sig. (2-tailed)	.	.000
		N	150	150

	Satisfaction About Quality Of The Product	CorrelationCoefficient	.692**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
Spearman's rho	Type Of Products Do You Prefer	CorrelationCoefficient	1.000	.717**
		Sig. (2-tailed)	.	.000
		N	150	150
	Satisfaction About Quality Of The Product	CorrelationCoefficient	.717**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).				

RESULT: This is a positive correlation. There are relationships between type of products do you prefer and satisfaction about quality of the product.

FINDINGS

- The Majority of 100.0% of the dealers are male of the respondents.
- The majority of 62.0% of the dealers age of group between 30 - 35 years.
- The majority of 56.0% of the dealers occupations are industry purpose.
- The majority of 86.7% of the dealers to known about the product
- The majority of 65.3% of the dealers are known through T.V advertisement
- The Majority 44.0% dealers prefer Outdoors Upholstery.
- The majority of 70.0% of the dealers are mostly like dealers
- The majority of, 44.0% of the respondents are deal with 6 months -1 year
- The majority of 34.7% of the dealers are like product for life-long
- The majority of 40.0% of the dealers are using the product in export industries
- The majority of 42.0% of the dealers prefer Dyeing choice of the brand.
- The majority 60.0% of the dealers said the industry does not provide any offers.
- The majority of 76.0% of the dealers said the industry provide discount for bulk purchase.
- The majority of 56.0% of the dealers are deals with cash
- The majority of 70.0% of the dealers are satisfied with quality of the product
- The majority of 58.0% of the respondents are said it was company response on criteria select sale.
- The majority of 39.3% of the respondents are satisfied with margin of the product.
- Thus the majority 64.0% of the respondents is said highly satisfied with price of the product
- The Majority 30.0% of the respondents are satisfied with brand image of the product

- Thus the majority 34.7% of the respondents are highly satisfied with Product availability

CHI-SQUARE TEST

RESULT: Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between know about the product and brand image of the product.

CORRELATION TEST

RESULT: This is a positive correlation. There are relationships between type of products do you prefer and satisfaction about quality of the product.

SUGGESTIONS

- It must have a close relationship between sales representatives and dealers with the customers.
- It should maintain the customer records with that of the recommendations it is also recommendable to introduce Textiles products that would make it easy on be used in rural and urban areas with understanding of their income level and products suggested with the various recommendations of importance and strongly agreement preference by regular dealers.
- The company should maintain good relationship with dealers. There should be a maintain gap between dealers in the same region.
- The company should provide some more margins to dealers because if it happens then the dealers will be initiated to sell more and motivated. There should be more promotional awareness.

CONCLUSION

The First and foremost observation that has been made from the study is that “Sri Aakash Export and Import products” is no.1 in the textiles industry. It has high brand quality in the market. According to the survey, price is the dominating factors, which influences the purchasing decision of the customers. Comparing to competitors Textiles Company Prices is high. From the analysis point of view, most of the retailer prefers both interior and exterior textiles products in Asian textiles products. At last, most of the customers are satisfied with Textiles products, but at the same time they require guidance regarding the recent development of the product

Finally the dealer satisfaction to comfortable for all the manufacturing and household level of multiple usages of textiles products very effectively. Dealers are satisfied about the price, quality, channel of distribution, dealer sales support etc., but focus needs to the placed on credit period, advertising and promotional activities and to some extent on brand availability. The attitude of the dealer’s and the expectations they had on the company and its distributors were studied. This would help the company to motivate its dealer’s, alter its media plans and sales promotional activities.

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